

The New Look Design in the Fifties



LESLEY JACKSON

New Look Design In The Fifties

George H. Marcus



New Look Design In The Fifties:

The New Look, Design in the Fifties, 1991 Twentieth Century Design Jonathan M. Woodham, 1997-04-10 A look at the wider issues of design and industrial culture throughout Europe Scandinavia North America and the Far East The book explores the way in which 20th century designs such as the Coca Cola bottle have affected our culture more than those considered true classics

The 1950s William H. Young, 2004-04-30 Have the 1950s been overly romanticized Beneath the calm conformist exterior new ideas and attitudes were percolating This was the decade of McCarthyism Levittowns and men in gray flannel suits but the 1950s also saw bold architectural styles the rise of paperback novels and the Beat writers Cinema Scope and film noir television variety shows the Golden Age of the automobile subliminal advertising fast food Frisbees and silly putty Meanwhile teens attained a more prominent role in American culture with hot rods rock n roll preppies and greasers and gasp juvenile delinquency At the same time a new technological threat the atom bomb lurked beneath the surface of the postwar decade This volume presents a nuanced look at a surprisingly complex time in American popular culture

Design in the Fifties George H. Marcus, 1998 The book describes the development of the colorful organic style that defined the Fifties and reflected the optimism and consumerism of postwar culture in the United States and abroad with examples ranging from architecture building engineering and transport to appliances tableware furnishings and dime store novelties

Encyclopedia of Interior Design Joanna Banham, 1997-05-01 From ancient Greece to Frank Lloyd Wright studiola to smoking rooms chimney boards to cocktail cabinets and papier m ch to tubular steel the Encyclopedia of Interior Design provides a history of interior decoration and design from ancient times to the present day It includes more than 500 illustrated entries covering a variety of subjects ranging from the work of the foremost designers to the origins and function of principal rooms and furnishing types as well as surveys of interior design by period and nationality all prepared by an international team of experts in the field Entries on individuals include a biography a chronological list of principal works or career summary a primary and secondary bibliography and a signed critical essay of 800 to 1500 words on the individual s work in interior design The style and topic entries contain an identifying headnote a guide to main collections a list of secondary sources and a signed critical essay

Design in the USA Jeffrey L. Meikle, 2005-07-28 From the Cadillac to the Apple Mac the skyscraper to the Tiffany lamp the world in which we live has been profoundly influenced for over a century by the work of American designers But the product is only the end of a story that is full of fascinating questions What has been the social and cultural role of design in American society To produce useful things that consumers need Or to persuade them to buy things they don t need Where does the designer stand in all of this And how has the role of design in America changed over time since the early days of the young Republic Jeffrey Meikle explores the history of American design from the hand crafted furniture and artifacts of the early nineteenth century through the era of industrialization and the mass production of the machine age to the information based society of the present covering everything from the Arts and Crafts

movement to Art Deco modernism to post modernism the MOMA to the Tupperware bowl Beautifully illustrated Design in the USA also includes suggestions for further reading a timeline and a list of relevant museums and web sites It is an excellent source of information for anyone seeking to uncover the imagination and industry behind American design History of Modern Design David Raizman,2003 An exploration of the parallel development of product and graphic design from the 18th century to the 21st The effects of mass production and consumption man made industrial materials and extended lines of communication are also discussed **Design: The Key Concepts** Catherine McDermott,2007-10-30 This is the essential student s guide to Design its practice its theory and its history Respected design writer Catherine McDermott draws from a wide range of international examples Introduction to Modern Design George H. Marcus,2019-12-26 With some 280 colour illustrations Introduction to Modern Design takes us on a visual survey of design from the Industrial Revolution of the eighteenth century to the Maker Movement of today It offers a new understanding of the birth of modern design in the early twentieth century and chronicles the way its meaning has changed over the decades The narrative is supported by twenty six readings from significant texts by designers and critics offering readers an opportunity to learn about design from those who created it and those who commented on it as it was done The focus of this book is on the objects themselves from industrial design furniture ceramics textiles graphics electronics to automobiles and explores the development of these designs in relation to industrialization technology environmental responsibility consumerism individual needs and the expression of the social values of their day Clearly written and accessible Introduction to Modern Design provides a succinct history of and fascinating insights into the world of design *The Design History Reader* Grace Lees-Maffei,Rebecca Houze,2024-12-12 This revised and updated edition addresses the international history and practice of design from the 17th century to the present day Covering both primary texts by social theorists designers and design reformers and secondary texts in the form of key works of design history and design thinking the Reader provides an essential resource for understanding the history of design the development of the discipline and contemporary issues in design history and practice including decolonization sustainability historiography gender and globalization Extracts are grouped into thematic sections each with a contextualizing introduction by the editors and a guide to further reading The updated edition of The Design History Reader expands upon its original content and features numerous significant voices from across the globe Authors include William Morris Karl Marx Roland Barthes Victor Margolin Penny Sparke Judy Attfield Ellen Lupton and many more The Cambridge History of Western Textiles D. T. Jenkins,2003 An authoritative study on the production and uses of textiles in Europe sinceancient times **Fifties Fins** Dennis David,2001 **Tastemaker** Monica Penick,2017-06-13 A riveting and superbly illustrated account of the enigmatic House Beautiful editor s profound influence on mid century American taste From 1941 to 1964 House Beautiful magazine s crusading editor in chief Elizabeth Gordon introduced and promoted her vision of good design and better living to an extensive middle class American readership Her innovative magazine sponsored

initiatives including House Beautiful's Pace Setter House Program and the Climate Control Project popularized a livable and decidedly American version of postwar modern architecture. Gordon's devotion to what she called the American Style attracted the attention of Frank Lloyd Wright who became her ally and collaborator. Gordon's editorial programs reshaped ideas about American living and by extension what consumers bought, what designers made and what manufacturers brought to market. This incisive assessment of Gordon's influence as an editor, critic and arbiter of domestic taste reflects more broadly on the cultures of consumption and identity in postwar America. Nearly 200 images are featured including work by Ezra Stoller, Maynard Parker and Julius Shulman. This important book champions an often neglected source, the consumer magazine, as a key tool for deepening our understanding of mid-century architecture and design. *Textiles*, 1991. [An Introduction to Design and Culture](#) Penny Sparke, 2013-02-11. This third edition of *An Introduction to Design and Culture* has been revised and updated throughout to include issues of globalization, sustainability and digital interactive design. New for this edition is a chapter which covers key changes in design culture. Design culture has changed dramatically in the 21st century; the designer hero is now much less in evidence and design has become much more interdisciplinary. Drawing on a wealth of mass-produced artefacts, images and environments including sewing machines, cars, televisions, clothes, electronic and branded goods and exhibitions, author Penny Sparke shows how design has helped to shape and reflect our social and cultural development. This introduction to the development of modern and postmodern design is ideal for undergraduate students.

1950s Fashion Print Marnie Fogg, 2021-06-10. An essential sourcebook of prints from a key fashion decade. The 1950s was the decade when an analytical approach to design with a lightness and freshness combined with whimsical imagery and idiosyncratic subject matter. Showcasing hundreds of print designs, this book celebrates the heyday of postwar fashion design. From Lucienne Day and Robert Stewart to Maija Isola of Marimekko, the designs and influences of the print icons of the time are all covered. In addition to finished prints, the book contains exclusive illustrations and original artworks. The major themes of the period are explored, including narrative and novelty, abstraction, exploring the distorted and attenuated forms used in print, artistic licence and the influence of contemporary art on fashion print, and finally kinetic prints that capture the influence of the era's mobiles, doodles and spasms. Each short chapter introduction is followed by a range of illustrations with captions to give provenance and relevance, making this a unique sourcebook for contemporary designers and students.

[Twentieth-Century Pattern Design](#) Lesley Jackson, 2007-02-08. *Twentieth Century Pattern Design* combines photographs including many newly published images with soundly researched text, creating an essential resource for enthusiasts and historians of modern design. The book also serves as a creative sourcebook for students and designers, inspiring new flights of fancy in pattern design. Jacket.

As Seen on TV Karal Ann Marling, 1996-03-01. From the painting by numbers fad to the public fascination with the First Lady's apparel to the television sensation of Elvis Presley to the sculptural refinement of the automobile, Marling explores what Americans saw and what they looked for in the 1950s, with a

gaze newly trained by TV **The Burlington Magazine** ,1991 **Costume, Makeup, and Hair** Adrienne L.

McLean,2016-10-07 Movie buffs and film scholars alike often overlook the importance of makeup artists hair stylists and costumers With precious few but notable exceptions creative workers in these fields have received little public recognition even when their artistry goes on to inspire worldwide fashion trends From the acclaimed Behind the Silver Screen series Costume Makeup and Hair charts the development of these three crafts in the American film industry from the 1890s to the present Each chapter examines a different era in film history revealing how the arts of cinematic costume makeup and hair have continually adapted to new conditions making the transitions from stage to screen from monochrome to color and from analog to digital Together the book s contributors give us a remarkable glimpse into how these crafts foster creative collaboration and improvisation often fashioning striking looks and ingenious effects out of limited materials Costume Makeup and Hair not only considers these crafts in relation to a wide range of film genres from sci fi spectacles to period dramas but also examines the role they have played in the larger marketplace for fashion and beauty products Drawing on rare archival materials and lavish color illustrations this volume provides readers with both a groundbreaking history of film industry labor and an appreciation of cinematic costume makeup and hairstyling as distinct art forms

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